

Allpago PSP Covering Latin America

Giving global merchants access to ecommerce customers in Brazil, Mexico, Colombia, Argentina, and Chile (soon) — countries that account for 85% of all online sales in Latin America — is the business



of allpago. The payment service provider (PSP) has direct connections to the banks and acquirers in those countries that enable it to offer ubiquitous card and alternative payment acceptance to a combined 110 million ecommerce shoppers. Last year, those shoppers generated more than \$75 billion in online purchases, led by Brazil, which accounted for more than 45% of the total, followed by Mexico (18%), Argentina (10%), and Chile (8%).

Allpago provides a single application programming interface (API) to acquirers, gateway providers, and other PSPs to allow access to all online buyers in the region. It also handles value-added services such as chargeback management and local tax advice. Allpago is Latin America's only master merchant for PayPal. It collects funds from local PayPal users and remits them to online sellers abroad.

The company offers every local payment acceptance option in its five markets, pays all relevant local market taxes, and is PCI compliant. It charges 3.99% of the monetary value of a transaction before adding fees for value-added services. Allpago employs local personnel to head operations and sales in each country.

Payment acceptance alternatives to credit and debit cards are critical in Latin America, where U.S. dollar-denominated card accounts represent only 20% of the total card base. The remaining 80% of accounts are blocked for cross-border transactions.

Customers include Wirecard, ACI, Paysafe, Symantec, and McAfee.

Clients including Wirecard, Paysafe, ACI (Pay. On), Symantec, McAfee, and Getty Images reach customers in Latin America through agreements they have with allpago.

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